

**AMENDMENT TO THE SPECIFICATION**

Please amend the specification by marked up replacement paragraph(s) as follows.

Please replace paragraph [21] on page 7 with the following:

--Figure 8 is a diagram of an enhanced content data entry screen of a GUI, in accordance with an embodiment of the present invention.--

Please replace paragraph [46] on page 16 with the following:

--Figure 3 is a flow chart of a process for retrieving information, in accordance with an embodiment of the present invention. In general, the concept of information retrieval, according to the present invention, is to permit the customer to select the desired information based upon viewing a portion of the invention.--

Please replace paragraph [62] on page 24 with the following:

--Figures 5A-5C show the GUI screens relating to business/government directory listings, in accordance with an embodiment of the present invention. To query for a business or government listing, the use may click on the Business/Government link 403 from the residential search screen 400. This link 403 accordingly directs the user to a business/government search screen 500, which possess similar navigational links as the residential search screen 400: a Residential search link 501, a Business/Government link ~~503~~ 403, a Reverse Search link ~~503~~ 505, a Feedback link 507, and a Help link 509.--

Please replace paragraph [69] on page 26 with the following:

--Figures 6A and 6B show the GUI screens relating to reverse searching, in accordance with an embodiment of the present invention. A reverse search may be initiated from any of the Reverse Search links; for example, links 405 and 505 of screens 400 and 500, respectively. Reverse Search screen 600 includes a Residential search link 601, a Business/Government link 603, a Reverse Search link ~~603~~ 605, a Feedback link 607, and a Help link 609, which are common to screens 400 and 500 as well.--

Please replace paragraph [73] on page 28 with the following:

--In addition to information retrieval, the customer is afforded the capability to maintain its own enhanced content in database 101, as shown in Figure ~~3B~~ 4B.--